

**THE INFLUENCE ONLINE WORD OF MOUTH COMMUNICATIONS  
ON TOURIST'S ATTITUDE TOWARD NATURE DESTINATIONS AND  
TRAVEL INTENTION A CASE IN BARON BEACH AT YOGYAKARTA**



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by:

**Afny Salsabila**  
B100122007

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**THE INFLUENCE ONLINE WORD OF MOUTH COMMUNICATIONS ON  
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Oleh :

**AFNY SALSABILA**

**B 100 122 007**

Telah diperiksa dan disetujui untuk diuji oleh :

Dosen Pembimbing



**Soepatini, Ph.D.**

**NIK. 710**

**HALAMAN PENGESAHAN**

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**OLEH**

**AFNY SALSABILA**

**B 100 122 007**

**Telah dipertahankan di depan Dewan Penguji  
Fakultas Ekonomi dan Bisnis  
Universitas Muhammadiyah Surakarta  
Pada hari Senin , 19 Juni 2017  
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**Dewan Penguji:**

1. Soepatini, Ph.D.  
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2. Ihwan Susila, Ph.D.  
(Anggota I Dewan Penguji)
3. Imronudin, Ph.D.  
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Afny Salsabila  
B100122007

# **THE INFLUENCE ONLINE WORD OF MOUTH COMMUNICATIONS ON TOURIST'S ATTITUDE TOWARD NATURE DESTINATIONS AND TRAVEL INTENTION A CASE IN BARON BEACH AT YOGYAKARTA**

## **ABSTRAK**

Tujuan dari penelitian ini adalah untuk menguji pengaruh komunikasi online word of mouth, sikap turis terhadap tempat wisata, dan minat berwisata. Data yang dikumpulkan melalui kuesioner berdasarkan survei dari 12 pertanyaan dan di sebarakan kepada 100 responden dari mahasiswa Universitas Muhammadiyah Surakarta. Penelitian ini menggunakan analisis jalur untuk mengidentifikasi pengaruh faktor mediasi. Analisis jalur mengindikasi bahwa semua faktor mempunyai pengaruh positif dan signifikan pada setiap variabel. Hasil penelitian ini menunjukkan : 1) adanya pengaruh positif dan signifikan antara komunikasi word of mouth pada sikap turis. 2) adanya pengaruh positif dan signifikan antara komunikasi word of mouth pada minat berwisata. 3) adanya pengaruh positif dan signifikan antara sikap turis pada minat berwisata. Penelitian ini juga mengkonfirmasi variabel interveing mempunyai kemampuan memediasi. Sikap turis sebagai variabel intervening mempunyai kemampuan untuk memediasi variabel independen dan variabel dependen. Sikap turis memiliki kemampuan untuk memediasi minat berwisata dan komunikasi word of mouth.

**Keywords :** *Komunikasi online word of mouth, Sikap Turis, Minat Berwisata.*

## **ABSTRACT**

The purpose of this study is to examine the influence among online word of mouth communication, tourist attitudes toward destination, and travel intention. Data was collected using questionnaire based survey of 12 questions and distributed to 100 respondents from students Universitas Muhammadiyah Surakarta. This study uses path analysis to identify the factors mediating. This path analysis results indicates that all factors have positive and significant influence on each variables. The findings showed: 1) there is significant and positive impact relationship between word of mouth communications on tourist attitude. 2) There is significant and positive impact relationship between word of mouth communications on travel intention. 3) There is significant and positive impact relationship between tourist attitudes on travel intention. This study also confirms there is intervening variable has ability to mediate the independent variable and dependent variable. Attitude toward destination has ability to mediate travel intention and word of mouth communications.

**Keywords :** *Online word of mouth communication, tourist's attitudes, travel intention.*

## **1. Introduction**

Intentions are assumed to capture the motivational factors that influence a person's behavior. (Ajzen 2001). Theory of Planned Behaviour suggests that the immediate antecedent of behaviour is the intention to perform a given behaviour.

(Ajzen, 2002). Intention is a direct antecedent of real behaviour; and the stronger the intention for behaviour, the bigger the success of behaviour prediction or actual behaviour. Krueger et al. (2000) and Kolvereid & Isaksen (2006) claim that intention is the single best predictor of most planned behaviour. Represent how a person is willing to adopt a behavior, and how much effort he is likely to deploy toward that behavior. Behavioral intention is an indication of the readiness to undertake a given behavior, and is assumed to precede actual behavior. (Ajzen2002). Baker and Crompton (2000) suggested that the behavioral intention of intending visitors refers to the intending visitors' willingness to revisit the same destination, i.e., their tourism destination loyalty.

Tourism destinations should be differentiated from others in the minds of tourists in order to be successful in the target market. The key component of positioning process is to manage perceptions and to establish an attractive and differentiated image of destination. Research has indicated that image is an influential factor on destination choice by tourists. The development of image has a multidimensional nature and its formations caused by several factors (Martin and Rodriguez del Bosque, 2008).

Destination image can be originated from exposure to information resources (Litvin et al., 2008). Promotion of a tourism destination that is a part of image formation process is depended on available information resources. Thus, tourists use media resources and informal resources such as word of mouth communications (face to face or in cyberspace).

Harold (2006) said that communication is "who says what, in which channel, to whom and with what effect". There are several forms of communication such as Intrapersonal communications, interpersonal communications, group communications and mass communication. Word of mouth, which will occasionally be written as 'WOM' from this point onwards, is included in interpersonal communication.

Fakharyan et al (2012) stated that word of mouth is communication about product and services between people who are perceived to be independent of the company providing the product or services. In influencing consumers, word of

mouth has been acknowledged to play considerable role in behavioral intentions and affecting consumers' decision making. The effect of word of mouth activity on behavioral intention and consumer trust is especially prominent on the internet. Award et al(2008) concludes that in traditional activity, the consumer evaluate product using visual and tangible cues. However, nowadays, online shoppers can examine the product only by visual cues presented on the screen. Due to the lack of direct interaction between online shoppers with the product, the impact of WOM could be more powerful on consumer purchasing decision aspect. (Smith et al, 2007)

The best method of communication with the customer is one of the content marketing. (Cooke and Buckley, 2008). About 30 percent of US travelers read travel-related blogs and other source based on comments before making travel plans. Previous studies suggested that influence of user reviews is particularly significant for experience goods (Klein, 1998), as their quality is often unknown before consumption (nelson, 1970) and consumers have to rely on word of mouth and online reviews to make inferences about such goods.

Attitude is important due to the power and the ability to predict specific behaviors (Kraus, 1995). Attitude toward a certain behavior has been defined as the level or the stand can represents person's feeling as appropriate or not (Ajzen, 1991), an individual with a more favorable attitude towards a behavior will have a stronger intention to act that behavior (Ajzen, 1991).

This study is focused on the influence word of mouth toward tourist attitudes and travel intention in Baron Beach. According to Award et al(2008) concludes that in traditional activity, the consumer evaluate product using visual and tangible cues. However, nowadays, online shoppers can examine the product only by visual cues presented on the screen. Due to the lack of direct interaction between online shoppers with the product, the impact of WOM could be more powerful on consumer purchasing decision aspect. (Smith et al, 2007)

The tourist's destination of this study is Baron Beach. Baron Beach is one of the many tourism destinations in the gunungkidul. Baron Beach has unique characteristics to attract the tourists. This beach has two different water flows,

freshwater and sea water that comes from river flow the seaside. The flow of the river is located in the west Baron which directly leads to the sea. And every 5 years the river flow will change direction, which first flows to eastward (splitting the sand) before emptying into the sea.

Based on the problems description above, the purpose of this study is to analyze the influence word of mouth on tourist attitudes toward nature destination and travel intention in Baron Beach.

### **1.1 Literature Review**

In tourism context, several researchers defined travel intention as the possibility of travelling to a destination (Ahn et al., 2013). It also highlighted as one's intention to travel or commitment to travel.

### **1.2 Travel Intention**

Refers to many studies, travel intention is based on attitude and preference toward a product or a brand (Chen, Yeh&Huan, 2014). Based on Wu (2015), tourism behavior is also determined by rational and affective condition. In other words, psychological and functional variable often influence its behavior towards a destination which leads to travel intention. Psychological can be in terms of emotions which is characterized by episodes of intense feelings (Hosany&Prayag, 2013; Gossens, 2000). While, functional ensures that particular goals have to be fulfilled by features and environments in the destination (Limon et al, 2010). Furthermore, Shimn, Gehrt and Siek's study (as cited in Wu, 2005) clarified that younger age have stronger intentions for future travel.

Researchers examined the impacts of online product reviews on the relative sales of two online book shops using publicly available data from two leading online booksellers. Chevalier et al (2006). The findings of their research illustrate that such an online communication significantly affects other consumers' purchasing behavior. In addition, it was found that online know how forums had an impact on purchase behavior. Previous studies have indicated that online consumer reviews as eWOM has a direct impact on behavioral intentions. Chen et al (2008).



### **1.3 Word of Mouth**

Word-of-mouth communication is frequently assumed to play an important role in affecting consumers' attitudes and purchase intentions (Xia and Bechwati, 2008). Literatures indicate that world-of-mouth communication is more influential than editorial recommendations or advertisements (Smith et al., 2005) because of its credibility and persuasiveness (Mayzlin, 2006).

Arndt (1967) defined WOM as a physical conversation with regard to a product or service that takes place between individuals who are not commercial actors. Accordingly, the power of WOM resides in the final purchase stage; because favourable WOM messages comfort customers, reduce fear and uncertainty, and enact assurance (Martilla, 1971). Technically, WOM messages are transmitted to reduce risk and uncertainty regarding products or services. Murray's (1991). Influential study shows that consumers rely on WOM messages to reduce their perceived risk derived from the uncertainty inherent in service purchase decisions'. Settle and Alreck (1989) added that WOM messages are influential and popular as the primary uncertainty eliminator for risks and uncertainty accrued from the purchase of a product or service.

### **1.4 Tourist Attitudes**

The image that tourists have about destinations is very important (Tasci and Gartner, 2007). Destination image influences the final choice or behavioral intention (Chen and Tsai, 2007). A collection of specific destination attributes has a profound impact on tourists' decisions to travel (Lopes, 2011) before during and after the visit (Chen and Hsu, 2000) including revisit intentions (Mechinda et al., 2010).

Numerous scholars tried to develop a conceptual framework of destination image creation (Stepchenkova et al, 2010). For example, Echtner and Ritchie (1993) noted that the image of a destination can be very specific or holistic and include functional characteristics (e.g. price, accommodation facilities or attractions) and psychological traits (e.g. friendliness of local people, quality of services or safety) (Echtner and Ritchie, 1991).

Gartner (1993) proposed that destination image is composed of three interrelated components:

- 1.cognitive (how travelers perceive a destination);
- 2.affective (how travelers feel about it); and
- 3.Conative or behavioral (how cognitive and affective image influences and predicts travelers' buying behavior).

The cognitive component reflects the traveler's knowledge, recognition, beliefs, thoughts and awareness of each attribute of a tourism destination. It is evaluated by the attributes of destination resources and attractions (Stabler, 1995), which motivate tourists to visit that destination (Beerli and Martin, 2004). The affective component refers to feeling and emotions raised by tourism destinations (Keller, in Boubeta et al., 2008) and the sentimental impressions travelers have of the destination during the journey (Baloglu and McCleary, 1999)

The cognitive component of the image has a considerable impact on the affective component. The emotional component is strongly affected by tourist motivation. Both the cognitive and affective components of the image are also greatly influenced by socio-demographic characteristics. Although the overall image of the destination is a combination of cognitive and affective components the actual experience of having been on vacation at a tourist destination has a significant effect on the destination image. Both the cognitive and affective component is likely to change after the journey and become the conative component that reflects action, predisposition to act or willingness to behave in a certain way. The conative component is linked to revisiting or recommending the destination.

### **1.5 Research Hypotheses**

Zhou et al (2009) studied how online information influence tourism destination choice. They found that the volume of online reviews and the tourists' blogs correlate significantly with the actual tourist reception population, but comments grades and the volume of travel consultation do not correlated

significantly with tourist reception population. Park and Gretzel (2007) also investigated success factors for destination marketing web sites using a qualitative meta-analysis.

They proposed a unified framework of commonly used Web site success factors which emerged from the analysis and included nine factors: information quality, ease of use, responsiveness, security/privacy, visual appearance, trust, interactivity, personalization, and fulfillment. There have existed much opinion regarding the power of e-WOM, and most prior literature on this topic is survey based in which respondents were asked to report the impact of online reviews on their travel-related decisions (Gretzel et al, 2008). For example, Vermeulen et al (2009) conducted an experimental study among 168 participants to determine the impact of online reviews on the attitudes of travelers to hotels, and revealed that exposure to online reviews enhance the awareness of hotels and positive reviews can improve the attitudes of travelers toward hotels.

Castaneda et al. (2009) showed the importance of tourists' attitude towards the web site and tourists' attitude towards the internet in explaining attitude towards the brand and consumer behavior. Therefore, for the purpose of this study, H1 : There is a significant and positive impact relationship between Word of mouth and tourist's attitudes toward destination.

Battour et al (2012) said that Motivation is an important factor influencing tourist decision making. In general, a tourist decision to visit a particular destination can be attributed to two categories of motivation: "push" and "pull" factors in Uysal as cited Naziman et al (2012). According to Battour et al. (2010), push factors are internal motives, often emotional in nature, that drive individuals to want to travel, to spend time with people they love or to immerse themselves in nature to relax. Pull factors are external that attract tourist to a specific destination, such as low transportation cost, price, distance to travel (Nicolu and Mas, 2006), a tourist attractions and weather conditions. A number of studies have been established that the decision to visit a tourism destination is derived from a combination of push and pull factors.

Many researchers in the tourism area have confirmed the influence of interpersonal communications in the tourism industry and identified how online travel communities can have influence on tourist destination choice. Zhu et al (2009). They conclude that the volume of information on eWOM was significantly correlated with its impact on consumer behavior. Smith et al (2007) said positive WOM among consumer becomes an important marketing strategy, because of it's significant impact on the consumer's purchase decision.

In general, WOM is seen as a significant and trustworthy source information in the formation of a positive image of a company (Allsop et al, 2007). The effect of WOM activity on consumer trust and behavioral intention is particularly prominent on the internet (Awad and Ragowsky, 2008). Additionally, it was found that that eWOM plays a significant role in the tourism decision making process. Vermeulen et al (2009) So, Word of mouth have positive and significant impact on travel intention, because word of mouth is a source information that can influence behavioral intention, to attract people and have intention to travel.

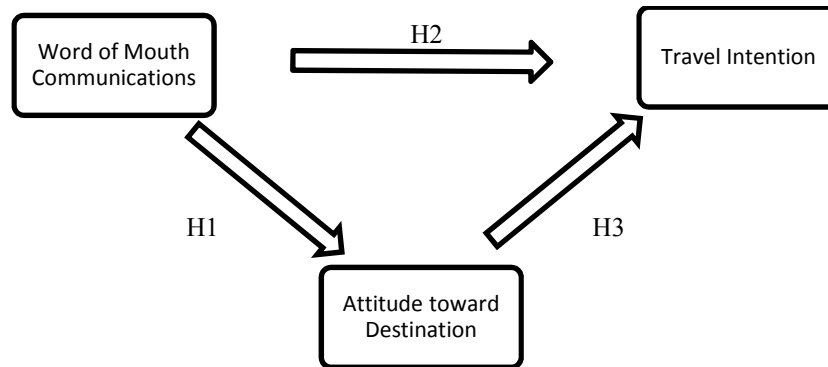
The following hypothesis is proposed:

H2 : There is a significant and positive impact relationship between Word of mouth and intention to travel.

Attitude, which is a relatively permanent and stable evaluative summary about an item, is an important psychological construct because it influences and predicts the behavior (Kraus, 1995). Attitude toward a behavior can be defined as “the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question” (Ajzen, 1991: 188). In general, the more favorable the attitude toward the behavior, the stronger will be an individual's intention to perform the behavior (Ajzen, 2001).

Several studies have shown that behavioral intentions are a function of attitudes towards the destination. Furthermore, marketing literature has demonstrated that attitude has a strong positive effect on intentions. In this case, the target behavior is intention to travel, and the attitude toward destination. There for the hypothesis was proposed:

H3 : There is a significant and positive impact relationship between tourist's attitudes toward destination and intention to travel.



## 2. Research Methodology

The research method in this study is survey by handing out questionnaire. The data for this study were gathered by primary data collection through filled out by the tourist as the respondent. Questionnaire is a data collection technique is done by giving a set of questions or a written statement to the respondent to answer. The technique using in this study is non-probability purposive sampling method. The populations of this study are people who never gone to Baron Beach or all tourist.

Based on the unknown number of population, the author decided to take 100 samples who have not been go to Baron beach due to Sapnas and Zeller (2002) stated that even 50 respondents may be adequate for factor analysis. The result can use to make comparison of the specific characteristics of the sample, such as gender, age, occupation, education, and number of visiting blog. The target population of this study consists of group <20 years, 20 – 35 years old, 36-50 years old and 50 years old.

### 2.1 Measurements

Questionnaire was used to collect primary data and is done by distributing questionnaire to the respondent. This instrument has prepared by using Likert scale. The questionnaire was four parts: a first part with 6 questions about online WOM adopted from Bambauer-Sachse and Mangold (2011); a second part with 3 questions about attitude toward destination (Baron Beach) developed by Gamble

et al (2009); a third part capturing travel intentions developed by Jalilvand and Samiei (2012), and a fourth part to identify the sample's socio-demographic characteristics. Likert scale is a measurement scale used to measure attitudes, opinions and one's perception of social phenomena.

## **2.2 Result and Findings**

Descriptive analysis was intended to determine the characteristics and responses from respondents on each question or in the questionnaire. In this study, the questionnaire was given to those who have not visited Baron Beach, and those who often travel to other destinations. According to this reason, the researcher considers to use non probability sampling technique and purposive sampling technique because they can provide the desired information. The questionnaires were distributed directly to the respondents and through online social media.

Distributing the questionnaire conducted at Muhammadiyah University of Surakarta, Solo and Sukoharjo areas. The questionnaires that were distributed are 100 questionnaires. The number of questionnaires that can be reassembled by investigators was 100 questionnaires (response rate is 100%).

## **3. Data Analysis**

### **3.1 Respondent Responses to Word of Mouth.**

Based on respondent response about word of mouth, there are 6 items discussed according to the questionnaire. The distribution of respondent's response can be seen in Table 1 below.

Table 1

Code	Question	Mean
EWOM1	I often read other tourist's online travel reviews to know what destinations make good impressions on others	3,71
EWOM2	To make sure I choose the right destination, I often read other tourists' online travel destination	3,86
EWOM3	I often consult other tourists' online travel reviews to help choose an attractive destination	3,71
EWOM4	I frequently gather information from tourists' online travel reviews before I travel to a certain destination	3,63
EWOM5	If I don't read tourists' online travel reviews before I travel to a destination, I worry about my decision	3,32
EWOM6	When I travel to a destination tourists' online travel reviews make me confident in travelling to the destination	3,78

The table above shows respondents' responses to Word of Mouth variable. This table contains six statements related to tourists' online travel reviews. From the table above we can learn that most respondents show interest in tourists' online travel reviews. All the questions from respondent have identical mean (3.71, 3.86, 3.71, 3.63, 3.32, 3.78). With the highest mean answer was the second statement (3.86).

### 3.2 Respondent Responses to Attitude toward Destination

Based on respondent response about subjective norm, there are 3 items discussed according to the questionnaire. The distribution of respondent's response can be seen in Table 3 below.

Table 2

Code	Question	Mean
As a tourism destination, I think that Baron Beach is		
ATD1	Very Good	3,37
ATD2	Very Valuable	3,33
ATD3	Very Pleasant	3,18

The table above shows respondents' responses about Attitude toward Destination. Many respondents answered agree and extremely agree with the statement in the questionnaire. From the table can be seen that most of respondents agree with the all 3 statements with the highest average answer was the first statement (3.37)

### 3.3 Respondent Responses to Travel Intention

Based on respondent response about subjective norm, there are 3 items discussed according to the questionnaire. The distribution of respondent's response can be seen in Table 3 below.

Table 3

Code	Question	Mean
TI1	I predict I will visit Baron Beach in the future	3,18
TI2	I would visit Baron Beach rather than any other tourism destination	2,81
TI3	If everything goes as I think, I will plan to visit Baron beach in the future	3,35

The table above shows respondent's responses to Travel Intention. There are 3 questions given to the respondent about visiting the baron beach. The respondent responses are generally good because the result shows that the answers were mostly agree. From the table can be seen that many of respondents agree with the all 3 statements, and the highest average answer was the last statement (3.35).

### 3.4 Validity and Realibility

Table 4

Variable	Code	1	2	3	Conclusion
Word of Mouth	WOM1	.836			Valid
	WOM2	.801			Valid
	WOM3	.602			Valid
	WOM4	.714			Valid
	WOM5	.674			Valid
	WOM6	.565			Valid
Attitude toward Destination	ATD1		.795		Valid
	ATD2		.841		Valid
	ATD3		.822		Valid
Travel Intention	TI1			.355	Valid
	TI2			.748	Valid
	TI3			.699	Valid



Table 4 shows the result of validity test that have been extracted and has loading factors value which are greater than 0.30 which means all variables are declared free of invalid. Moreover, it can be seen that there are 3 variables which have their own groups. Word of Mouth which is grouped in component 1, attitude toward destination grouped in component 2, travel intention in component 3. This result shows that the whole items from all variables are valid, and successfully passed the Confirmatory Factor Analysis test

Table 5

Variable	Cronbach'sAlphaValue	Conclusion
Word of Mouth	.828	Reliable
Attitude toward Destination	.864	Reliable
Travel Intention	.735	Reliable

Reliability test results in this study suggest that Word of Mouth have Cronbach's Alpha coefficient of 0.828 where values  $\geq 0.6$  which means that the reliability of these variables is accepted. This means that the Word of Mouth variable is consistent and has capability of 82.8% when performed repeatedly.

To test the reliability of Attitude toward Destination variables have Cronbach's Alpha coefficient of 0.864 where values  $\geq 0.6$  which means that the reliability of these variables is accepted. This means that the variable Attitude toward Destination has the capability consistency of 86.4% when performed repeated measurements.

To test reliability of Travel Intention Control variables have Cronbach's Alpha coefficient of 0.735 where values  $\geq 0.6$  which means that the reliability of these variables is accepted. This means that the Travel Intention variable has the ability consistency of 73.5% when performed repeated measurements.

### 3.5 Normality data and Multicollinearity test

This study involves a relatively large sample (100 respondents) and therefore, from the normality test, the distribution of the data is normal. The significant values are  $> 0,050$  so the data is normal. In details, Word of Mouth has significant value 0,590. Attitude toward Destination has 0.081. and last, Travel Intention has significant value 0,270.

The result of multicollinearity test are presented on Table 5. As can be seen these data:

- None of the tolerance levels is  $<0.01$ ; and
- All VIF are well below 10,00.

Thus measures selected for assessing independent variables in this study do not reach levels of indicate of multicollinearity. The measures selected for assessing independent variables in this study do not reach levels of indicate of multicollinearity

Table 6

Variable	Tolerance	VIF
Word of Mouth	0,809	1.235
Attitude toward Destination	0,809	1.235

From the data above it can be seen that the table 6 in sequence shows the tolerance level of Word of Mouth 0,809, and Attitude toward Destination 0,809. Based on the data, it passed the first category which one of the tolerance levels is  $<0.01$ .

Second Category from the Variance Inflation Factor (VIF) values, it can be seen that all VIF it passed. The values are well below 10. The details, word of mouth have the number 1.235 and so attitude toward destination have the number 1.235. In conclusion, all the independent variables do not reach indicate of multicollinearity. It means that there is no auto correlation problems in the data used in this research.

### 3.6 Path Analysis

Path analysis is the expansion of the regression statistics model. It can be said that regression analysis is the special form of path analysis. Path analysis used to describe or represent and test the model of the causal relationship between variables (Sugiyono, 2009). The result of path analysis in this study will be present in the following tables.

Table 7

<b>Variable Dependent : Attitude toward Destination</b>					
<b>Variable Independent</b>	<b>Unstandardized Coefficient</b>		<b>Standardized Coefficient</b>		
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
(Constant)	5.083	1.017		4.996	.000
Word of Mouth	.218	.045	.437	4.803	.000
R Square			0.191		
Standard Error of Estimation			1.92484		
F Test			23.069		
Significant F			0.000		

Table 7 explains the findings from the first regression analysis model by using SPSS program, the equation model is as follow:

$$\text{Attitude toward Destination} = 0.218 \text{ Word of Mouth} + e$$

Table 8

<b>Variable Dependent : Travel Intention</b>					
<b>Variable Independent</b>	<b>Unstandardized Coefficient</b>		<b>Standardized Coefficient</b>		
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
(Constant)	6.021	1.020		5.901	.000
Word of Mouth	.174	.046	.359	3.812	.000
R Square			0.129		
Standard Error of Estimation			1.93062		
F Test			14.532		
Significant F			0.000		

Table 8 explains the findings from the second regression analysis model by using SPSS program, the equation model is as follow:

$$\text{Travel Intention} = 0.174 \text{ Word of Mouth} + e$$

Table 9

Variable Dependent : Travel Intention					
Variable Independent	Unstandardized Coefficient		Standardized Coefficient		
	B	Std. Error	Beta	t	Sig.
(Constant)	4.486	.817		5.488	.000
Attitude toward Destination	.542	.081	.560	6.698	.000
R Square			0.314		
Standard Error of Estimation			1.71343		
F Test			44.869		
Significant F			0.000		

Table 9 explains the findings from the third regression analysis model by using SPSS program, the equation model is as follow:

$$\text{Attitude toward Destination} = 0.542 \text{ Travel Intention} + e$$

Table 10

Variable Dependent : Travel Intention					
Variable Independent	Unstandardized Coefficient		Standardized Coefficient		
	B	Std. Error	Beta	t	Sig.
(Constant)	3.571	1.007		3.545	.000
Word of Mouth	.068	.045	.142	1.535	.128
Attitude toward Destination	.482	.089	.499	5.398	.000
R Square			0.330		
Standard Error of Estimation			1.70170		
F Test			23.923		
Significant F			0.000		

Table 10 explains the findings from the fourth regression analysis model by using SPSS program, the equation model is as follows :

$$\text{Travel Intention} = 0.068 \text{ Word of Mouth} + 0.482 \text{ Attitude toward Destination} + e$$

### 3.7 T test and F test

The t-test is intended to determine how far the influence of the independent variables (word of mouth) individually in explaining the dependent variable (travel intention).

Table 7 shows the coefficient of word of mouth variable is 0,218, the probability value sig = 0,000 and  $\alpha = 0,05$ . Its means the probability value sig = 0,000 is smaller than  $\alpha = 0,05$ . or  $0,000 < 0,05$ . So the conclusion WOM variable has significant influence toward ATD variable.

It showed on the table 7 WOM and ATD variable, the probability value sig = 0,000 is smaller than probability value 0,05 or  $0,005 > 0,000$ . So  $H_0$  refuses and  $H_a$  accepted. Its means regression coefficient is significant. The conclude is WOM have significant influence toward ATD variable.

Table 8 shows the coefficient of word of mouth variable is 0,174, the probability value sig = 0,000 and  $\alpha = 0,05$ . Its means the probability value sig = 0,000 is smaller than  $\alpha = 0,05$ . or  $0,000 < 0,05$ . So the conclusion WOM variable has significant influence toward TI variable.

It showed on the table 8 WOM and TI variable, the probability value sig = 0,000 is smaller than probability value 0,05 or  $0,005 > 0,000$ . So  $H_0$  refuses and  $H_a$  accepted. Its means regression coefficient is significant. The conclude is WOM variable have significant influence toward TI variable.

Table 9 shows the coefficient of Attitude toward Destination variable is 0,542, the probability value sig = 0,000 and  $\alpha = 0,05$ . Its means the probability value sig = 0,000 is smaller than  $\alpha = 0,05$ . or  $0,000 < 0,05$ . So the conclusion ATD variable has significant influence toward TI variable.

It showed on the table 9 WOM and ATD variable, the probability value sig = 0,000 is smaller than probability value 0,05 or  $0,005 > 0,000$ . So  $H_0$  refuses and  $H_a$  accepted. Its means regression coefficient is significant. The conclude is ATD variable have significant influence toward TI variable.

Table 10 shows the coefficient of word of mouth variable is 0,068 and the probability value sig = 0,128,  $\alpha = 0,05$ . It's means the probability is bigger than 0,05. So the regression has not significant influence toward TI variable. But the other regression have different result, Attitude toward Destination variable is 0,482, the probability value sig = 0,000 and  $\alpha = 0,05$ . Its means the probability value sig = 0,000 is smaller than  $\alpha = 0,05$ . or  $0,000 < 0,05$ . So the conclusion ATD variable has significant influence toward TI variable

F test used to determine whether a meaningful model describes the dependent variable (Janssens, 2008). It showed on the table 10 ANOVA value sig = 0,000 or smaller than probability value 0,05 or value of  $0,05 > 0,000$ . So  $H_0$  refuses and  $H_a$  accepted. Its means multiple regression coefficient is significant. The conclude is WOM and ATD variable have significant influence toward TI variable.

It's means word of mouth and attitude toward destination together have influence toward Travel Intention. In other word, this hypothesis is accepted (Sekaran, 2003).

### 3.8 Sobel test

The regression result of some models explained the relationship of word of mouth, attitude toward destination and travel intention. the regression will be tested using Sobel calculation method, To analyze the influence mediator variable used the formulation of Sobel test that is, this formulation also include how to measure t test. So the result would follow the formulation.

$$Sab = \sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

To test value of t count used this formulation

$$z = \frac{ab}{Sab}$$

a = coefficient the independent to the mediator

b = coefficient the mediator to the dependent

Sa = Standard error of a

Sb = Standar error of b

$$z = \frac{0,118156}{0,0301110794}$$

$$z = 3,924$$

To analyze the result, z value compared with z table, if z count is greater than z table, so the conclution this variable have the influence mediation

Based on the manual calculation the result is 3,924. With z table 1.98 alpha 0.05. The result is z value > z table, or  $3,924 > 1.98$ . So we can conclude

word of mouth variable and intention variable can be mediated by attitude toward destination.

To take decision hypotheses test, so it is done by comparing z-value and z table alpha (0,05), with the following :

- z value > z table, it means that the intervening variable has a mediating ability between the independent variable and dependent variable.
- z value < z table, it means that the intervening variable has no mediating ability between the independent variable and dependent variable.

### 3.9 Coefficient Determination. $R^2$

The coefficient of determination ( $R^2$ ) essentially measures how far the ability of the model to explain variations in the dependent variable. The coefficient of determination is between zero and one (Ghozali , 2001) .

Table 11

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.437 <sup>a</sup>	.191	.182	1.92484

a.Predictors: (Constant), Word of Mouth

From the Table 11, the  $R^2$  value is 0.191, it means that 19.1 % attitude toward destination can be explained by the variable of the word of mouth. While the rest can be explain by other variables.

Table 12

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.357 <sup>a</sup>	.129	.120	1.93062

a.Predictors: (Constant), Word of Mouth

From the Table 12, the  $R^2$  value is 0.129; it means that 12.9 % travel intention can be explained by the variable of the word of mouth. While the rest can be explain by other variables.

Table 13

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.560 <sup>a</sup>	.314	.307	1.71343

a. Predictors: (Constant), Attitude toward Destination

From the Table 13, the  $R^2$  value is 0.314, it means that 31.4% travel intention can be explained by the variable of attitude toward destination. While the rest can be explain by other variables.

Table 14

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.575 <sup>a</sup>	.330	.317	1.70170

a. Predictors: (Constant), Attitude toward Destination, Word of Mouth

From the Table 14, the  $R^2$  value is 0.330, it means that 33% travel intention can be explained by the variable of the, word of mouth, and attitude toward destination. While the rest can be explain by other variable.

Value of  $R^2$  first regression is 0.191 or 19.1 % and then value of  $R^2$  last regression increase to 0.330 or 33.0 %. The result of the table above, that Attitude toward Destination can be stronger effect relation with word of mouth toward travel intention.

#### 4. Discussion

The objective of this study was to find out the impact of online word of mouth on travel intention through attitude toward destination. This research confirms that word of mouth and attitude toward destination are the most important tools of travel intention.

The result from the validity test, we can conclude that overall question's item are considered as a valid item, because questionnaire were able to reveal something that will be measured in this research, so the data can be processed and analyzed. In realibility test, based on test above, all variables are considered as reliable item, because the respondents answer consistently.



Based on the result of this study, the impact of word of mouth on attitude toward destination had a significant influence. We can concluded that the hypothesis is approved. From the SPSS calculation it shows that the value of significant Word of Mouth is under from the limitation probability. In other word, it means word of mouth has significant and positive impact on attitude toward destination. This findings suggestd that when of people positively increase, it also increase their posibility to make a decision destination.

According to the International Journal and Research Science. Attitude refers to the person's overall evaluation of performing the behaviour. Several studies have shown by the attitude towards behaviour. Attitude toward a behaviour has been defined as degree to which a person has a favorable or unfavorable evaluation or appraisal of the behaviour in question. In general, the more favorable the attitude toward behavior, the stronger will be an individual's intention to adopt the behavior.

Word of mouth has significant toward travel intention. From the result of the test, it can be concluded that the second hypothesis is approved. From the SPSS calculation, the value of Significant is below under probability. In other word, the word of mouth has significant and impact toward travel intention.

Based on findings before, Furthermore, positive word of mouth leads to more intention to purchase a pecific product than negative word of mouth. Researchers examined the impacts of onine product reviews on the relative sales of two online book shops using publicuty available data from two leading online bookseller. The findings of their research illustrate that such an online communication significantly affects other consumers' purchasing behavior. In addition, it was found that online know-how forums had an impact on purchase behavior. Previous studies have indicated that online consumer reviewa as e-WOM has a direct impact on behavioral intentions. Other research has shown that the influence of e-WOM information quantity on purchase intention was significant, e-WOM information can help consumers make purchase decisions.

Attitude toward destination has significant and positive impact on travel intention. Based on the result this of study. The third hypothesis is approved.

Because the value of significant is under below probability. And that's mean, attitude toward destination has significant and positive impact on travel intention.

This study is consistent to past research. Indicated the existence of a positive relationship between attitude and behavioral intention (Fishbein and Ajzen, 1995; Davis 1989; Jayawardhena, 2004; Shen and Chiou, 2009; Hsiao Kuo-Lun, 2012). Increased product knowledge will change consumer attitudes which will, in turn affect the development of consumer intentions to take action regarding the product (Suh and Chang, 2006). E-commerce studies have found that consumer intention to make online purchase is increased by positive attitudes associated with the vendor (Schlosser et al, 2006; Kim and Lennon, 2008). Research related to technology adoption also provides evidence that attitudes have a significant effect on the adoption of information technology (Heijden, 2003; Shang et al., 2005; Hsu and Lin, 2008).

The impact of Word of Mouth and Attitude toward destination on travel intention. Based on the calculation SPSS, can be concluded. The first regression is word of mouth on t test have value is greater than the probability, it's means word of mouth has not impact on travel intention. the second regression, attitude toward destination has impact on travel intention. even though, one of regression have no impact on travel intention. on the model R square, each variable increased. So can be concluded, it's still have positive impact and significant on the third variable.

The last, to measure the intervening variable has a mediating ability between the independent variable and dependent variable or not. The researcher are using the Sobel Test to analyze the variable has a mediating ability between intention and word of mouth to attitude toward destination. This test used manual measurement with some formulation. The result z value is greater than z table, it proven on manual calculation. So it can be conclude, the attitude toward destination variable has a mediating ability between intention variable and word of mouth variable.

#### **4.1 Conclusion**

From the data that has been done, it was found that word of mouth communication had significant influence attitude toward destination. So, the H1 is approved. From SPSS calculation value of significant word of mouth communication is under limitation probability. Or other word, word of mouth communication has significant and positive impact on attitude toward destination. It means that online word of mouth communication have positive influence to manage attitude behavioral. Furthermore online information influence tourism destination choice.

Furthermore, This research concludes, the word of mouth communication has significant and positive impact on travel intention. So, the H2 is approved. Form SPSS calculation value of significant word of mouth communication is under limitation probability. Or other word, word of mouth communication has significant and positive impact toward travel intention. It means that word of mouth communication can help consumers make purchase decision.

Then, Attitude toward destination has significant impact on travel intention. So, H3 is approved. From SPSS calculation, value of attitude toward destination is under limitation probability. In other word, attitude toward destination has a significant and positive impact on travel intention. It means after the consumers have favorable things then the consumers would be make a purchase decision through behavioral intention.

Finally, Through the manual measurement, can be concluded. This study also confirms there is intervening variable has ability to mediate independet variable and dependent variable. Attitude toward destination as the intervening variable has ability to mediate travel intention and word of mouth communications.

#### **4.2 Limitation**

First, The respondent of this research are mostly student of Muhammadiyah University of Surakarta. There are still many students come from other universities inside Surakarta. Such as Universitas Sebelas Maret, Universitas Setia Budi, Universitas Batik Surakarta. Second, The research only focuses one object, baron beach, that have limited areas. Another place, that have larger areas,

can become another object in this research. Last, This research only focuses on word of mouth, tourists' attitude and travel intention. Without take other variables which may affect on third variables.

### **4.3 Recommendations**

Future studies should consider the possibility of increasing the sample size by including more respondent from various characteristics. Then, Future studies can be replicated with a larger population. And, The area is likely to provide a rich and interesting stream of exploration. Additionally, Try to test the model of this study in another object destination.

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